Make TV Advertising More Powerful With 1st Party Data

One of the hottest topics in advertising is how brands can most effectively apply data to linear TV. Many brands are seeing great success leveraging 3rd party data sets, but it's the brands that have developed their own 1st party data—and invested in synthesizing that information— that are best positioned for success.

Working with Simulmedia, brands can match their 1st party (CRM or DMP) customer data with a nationally weighted TV viewing panel in a privacy-secured manner. Then, they can use the resulting insights to learn what their customers are likely to watch on TV, what they buy, and what they like to do. This knowledge creates brand-specific opportunities for targeting and campaign measurement, which can lead to time and cost savings, as well as long-term growth.

With 1st Party Data You Can….

REACH MORE LIKELY CUSTOMERS

Use the shared attributes and viewing behaviors of current customers to target new but similar ones across national TV.

MEASURE TV'S IMPACT ON SALES

Close the loop by matching transaction and exposure data—you'll know who saw the ad and what action they took.

GET UNIQUE CUSTOMER INSIGHTS

See which networks and dayparts are best for reaching your audience and apply that knowledge to future media plans.

1st Party Data Helps Advertisers Gain Competitive Advantage

Most brands are still planning and buying campaigns based on the same broad demographics, e.g. W18-34. This blunt approach leads to a similar valuation of networks and programs, which is great for the sell-siders, but not helpful to brands. When you unlock the insights of proprietary, 1st party data and combine it with VAMOS' exclusive predictive engine, you can find out what they'll watch, avoid overpaying for inventory, and assemble schedules that reach your target audience in more efficient ways.

⌄ *Continue reading to see how Simulmedia helps advertisers unlock the value of their 1st party data on TV.*

CRM Target Customers Purchased at 66% Higher Rate Than Standard Demo

A big-box retailer worked with Simulmedia to test an audience-based targeting approach that complemented its contextual buy. The retailer used CRM data to identify customers who previously had made purchases from a specific department and securely matched their data with the TV viewing panel housed in Simulmedia's VAMOS platform. Simulmedia then analyzed the TV viewing behavior of each household, predicted what they'd be watching during the flight of the retailer's next campaign, and created a targeted media plan to reach them across national TV.

The results of the campaign showed that people in the target audience made purchases at a 66% higher rate than those in the standard A25-54 demo. This led the retailer to apply the same strategy across an additional five departments. On average in these campaigns, the CRM-based target audience demonstrated a conversion rate lift nearly 50% greater than the standard demographic-based demo.
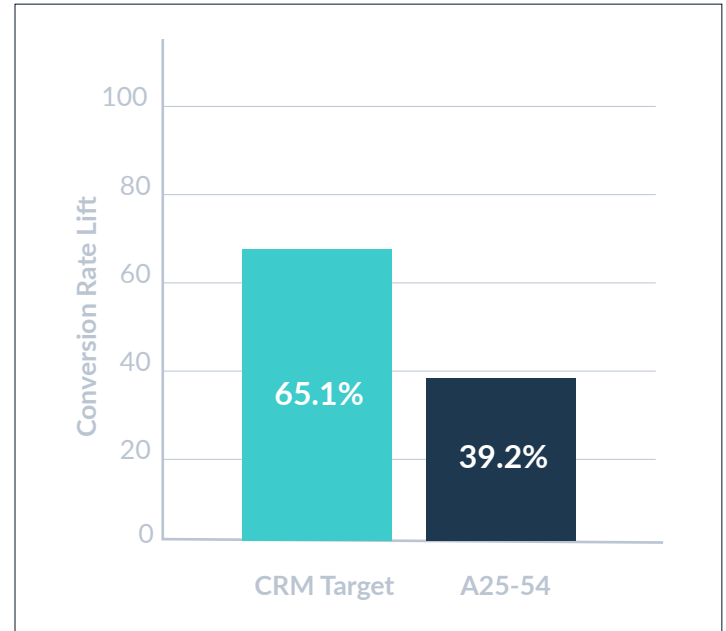
How Simulmedia Uses 1st Party Data On TV

SECURELY CONNECTING DATA SETS

Through safe havens such as Neustar, Experian, and Acxiom, we're able to connect a brand's CRM data with the TV viewing panel housed within our proprietary VAMOS platform. This process anonymizes all personally identifying information—protecting your customers' privacy not just from Simulmedia, but also from other advertisers—while still enabling insights about their viewing behaviors.

CREATING STRATEGIC AUDIENCES

By securely matching a brand's 1st party data with viewers in our set top box panel, VAMOS can tell marketers what their customers are most likely to watch on TV, where they shop, what they buy, and what they like to do. In turn, this enables marketers to create custom audiences of people likely to be interested in their products or services—and then reach them across national TV.

MEASURING & OPTIMIZING CAMPAIGNS

In addition to providing traditional media metrics, VAMOS helps marketers use CRM data to understand exactly who saw which ads and what subsequent actions they took. Insights like this demonstrate how effective a campaign was at a person-level, and provide the learnings necessary to improve conversion rate in the future.

Tip: In order to ensure the data match results in a large enough percentage of the national TV audience, marketers must have a sufficient volume of 1st party data. While the threshold varies depending upon the data points being used, most established brands with a CRM or DMP should qualify. Ask a Simulmedia sales rep or account manager for details.

Want to learn more about how to unlock the power of your 1st party data?
Visit www.simulmedia.com/makemytvadsperform to get started today.

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